

Project Design Phase

Problem – Solution Fit Template

Date	25 June 2025
Team ID	LTVIP2025TIMID20837
Project Name	ToyCraft Tales: Tableau's Vision into Toy Manufacturer Data
Maximum Marks	2 Marks

Problem – Solution Fit Template:

The Problem-Solution Fit simply means that you have found a problem with your customer and that the solution you have realized for it actually solves the customer's problem. It helps entrepreneurs, marketers and corporate innovators identify behavioral patterns and recognize what would work and why

Purpose:

- ☐ Solve complex problems in a way that fits the state of your customers.
- ☐ Succeed faster and increase your solution adoption by tapping into existing mediums and channels of behavior.
- ☐ Sharpen your communication and marketing strategy with the right triggers and messaging.
- ☐ Increase touch-points with your company by finding the right problem-behavior fit and building trust by solving frequent annoyances, or urgent or costly problems.
- ☐ **Understand the existing situation in order to improve it for your target group.**

Template:

Problem-Solution Fit canvas

Purpose / Vision

Version:

<div style="background-color: #f0f0f0; padding: 2px; font-size: 0.8em; margin-bottom: 2px;">Define CS, fit into CL</div> <div style="background-color: #f0f0f0; padding: 2px; font-size: 0.8em; margin-bottom: 2px;">1. CUSTOMER SEGMENT(S) CS</div> <div style="padding: 5px;">Toy manufacturers, retail store managers, parents, students, educators</div>	<div style="background-color: #f0f0f0; padding: 2px; font-size: 0.8em; margin-bottom: 2px;">6. CUSTOMER LIMITATIONS EG. BUDGET, DEVICES CL</div> <div style="padding: 5px;">Limited data literacy, no access to advanced tools, poor visualization, time-consuming manual work</div>	<div style="background-color: #f0f0f0; padding: 2px; font-size: 0.8em; margin-bottom: 2px;">5. AVAILABLE SOLUTIONS PROS & CONS AS</div> <div style="padding: 5px;">Generic sales reports, manual Excel-based analysis, intuition-driven stocking decisions</div> <div style="background-color: #f0f0f0; padding: 2px; font-size: 0.8em; margin-top: 2px;">Explore AS, differentiate</div>
<div style="background-color: #f0f0f0; padding: 2px; font-size: 0.8em; margin-bottom: 2px;">Focus on PB, tap into BE, understand RC</div> <div style="background-color: #f0f0f0; padding: 2px; font-size: 0.8em; margin-bottom: 2px;">2. PROBLEMS / PAINS - ITS FREQUENCY PR</div> <div style="padding: 5px;">Understand toy trends across regions/seasons, align production with demand, and know consumer preferences</div>	<div style="background-color: #f0f0f0; padding: 2px; font-size: 0.8em; margin-bottom: 2px;">9. PROBLEM ROOT / CAUSE RC</div> <div style="padding: 5px;">Lack of a unified, visual, interactive platform to analyze and interpret toy sales and preference data</div>	<div style="background-color: #f0f0f0; padding: 2px; font-size: 0.8em; margin-bottom: 2px;">7. BEHAVIOR - ITS INTENSITY BE</div> <div style="padding: 5px;">Manufacturers and managers rely on gut feeling or past sales; students or educators do basic trend analysis manually</div> <div style="background-color: #f0f0f0; padding: 2px; font-size: 0.8em; margin-top: 2px;">Focus on PR, tap into BE, understand RC</div>
<div style="background-color: #f0f0f0; padding: 2px; font-size: 0.8em; margin-bottom: 2px;">Identify strong TR & EM</div> <div style="background-color: #f0f0f0; padding: 2px; font-size: 0.8em; margin-bottom: 2px;">3. TRIGGERS TO ACT TR</div> <div style="padding: 5px;">Sales drops in certain regions, stockouts during holidays, or rising demand for specific categories</div> <div style="background-color: #f0f0f0; padding: 2px; font-size: 0.8em; margin-bottom: 2px;">4. EMOTIONS BEFORE / AFTER EM</div> <div style="padding: 5px;">Before: Confused, reactive, unsure of trends; After: Confident, data-driven, better aligned with market</div>	<div style="background-color: #f0f0f0; padding: 2px; font-size: 0.8em; margin-bottom: 2px;">10. YOUR SOLUTION SL</div> <div style="padding: 5px;">A Tableau dashboard that visualizes sales by state, toy category, and season; includes survey feedback integration; helps stakeholders make informed, timely decisions</div>	<div style="background-color: #f0f0f0; padding: 2px; font-size: 0.8em; margin-bottom: 2px;">8. CHANNELS of BEHAVIOR CH</div> <div style="padding: 5px;"> <div>ONLINE</div> <div>Retail analytics tools, Excel dashboards, printed reports, informal discussions</div> <div>OFFLINE</div> </div> <div style="background-color: #f0f0f0; padding: 2px; font-size: 0.8em; margin-top: 2px;">Extract online & offline CH of BE</div>

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IdeaHackers .NL

References:

1. <https://www.ideahackers.network/problem-solution-fit-canvas/>
2. <https://medium.com/@epicantus/problem-solution-fit-canvas-aa3dd59cb4fe>